

SELLER'S *Guide*

Your Ultimate Selling Companion: A Guide to Seamlessly Selling Your Home



AMBER JENSEN
REALTOR®

HAWKINS-POE
REAL ESTATE SERVICES | EST. 1946



WELCOME



Real estate isn't just my career—it's my passion. With over 10 years of experience at a local boutique brokerage, I've helped countless clients navigate the buying and selling process with confidence. My approach is all about strategy, attention to detail, and making sure you feel informed every step of the way.

I'm a longtime Gig Harbor resident, and my roots in this community run deep. My husband and I built our home on Fox Island, where we're raising our two teens and our two red labs. When I'm not helping clients, you'll find me soaking up the outdoors—whether it's boating, camping, or just enjoying the beauty of the PNW. I also have a love for design, which comes in handy when helping sellers stage their homes to stand out.

Beyond real estate, I'm passionate about giving back to the community that means so much. Gig Harbor isn't just where I work—it's home. Helping my clients find their next chapter here is an honor, and I'm committed to making the process as seamless and rewarding as possible. Whether you're selling, buying, or just exploring your options, I'd love to be part of your journey.

Amber Jensen

YOUR GIG HARBOR REAL ESTATE EXPERT

HAWKINS-POE
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What you get when you list with me:

Not every Realtor provides the same level of service. When you work with me, you get a full-service approach designed to make your home stand out and sell for top dollar.

Services you will receive:

- ✓ Professional Deep Cleaning – A clean home sells. I cover the cost of a deep clean so your home shines.
- ✓ Professional Window Cleaning & Pressure Washing (if needed) – Curb appeal matters! I arrange for expert cleaning to make your windows sparkle and your exterior look its best.
- ✓ Professional Staging & Organization Walkthrough – Staged homes sell faster and for more money. I provide staging services and a personalized walkthrough to help you declutter and highlight your home's best features.
- ✓ High-Quality Photography & Video – Buyers start their search online, so I invest in professional photos, video, and, drone footage to showcase your home and attract potential buyers
- ✓ Market Analysis & Pricing Strategy – Pricing your home right is key. I provide in-depth market research to position your home competitively while maximizing your return.
- ✓ Attention to Detail – The small things make a big impact.
- ✓ Access to our full list to highly vetted vendors to help with any repairs or updates that may need to be done.



ABOUT YOUR HOME

I want to get to know your home as well as you do. What are your favorite things about it? What improvements have you accomplished? What memories does this hold?

Selling your home can be an emotional process. The more you share with me, the more I can help connect a buyer eager to start their memories here.

YOUR HOME REFLECTION CHECKLIST

- ✓ WHAT FIRST DREW YOU TO THIS HOME?
- ✓ WHAT DO YOU LOVE MOST ABOUT LIVING HERE?
- ✓ WHAT MAKES THE NEIGHBORHOOD SPECIAL?
- ✓ WHAT IMPROVEMENTS OR UPDATES HAVE YOU MADE?
- ✓ ARE THERE ANY ASPECTS YOU DON'T LOVE?
(DON'T WORRY, THESE WON'T BE MARKETED!)

*YOUR INSIGHTS HELP ME SHOWCASE YOUR HOME IN THE BEST POSSIBLE
WAY TO ATTRACT THE RIGHT BUYER!*

PREPARE TO SELL

Clear

Start the packing process! If you're planning a move, it's something you'll need to do eventually, so why not get a head start? One of the most cost-effective and impressive ways to enhance your home's appeal is by decluttering. Clutter can make your home appear smaller and disorganized.

To begin: Grab three boxes and label them as 'KEEP,' 'GIVE AWAY,' and 'THROW AWAY.' You can kick off the process by decluttering your closets, pantry, and garage. Cleaned-out closets will create the impression of more space. Buyers want to envision themselves living in your home, but it can be challenging for them to do so when they're distracted by your personal belongings.

Clean

Your home should shine! When you're preparing to sell, a thorough cleaning is essential.

**A professional cleaning is always included in my services.*





Fix

Do you have a leaky faucet or a cracked tile that you've been meaning to address? Now is the perfect time to tend to these minor issues. Neglecting these small deficiencies can create a negative impression for potential buyers. By addressing these matters, you're conveying that your home has been well-maintained. Additionally, consider hiring a professional for a pre-listing home inspection. While this might seem daunting, it eliminates surprises during the buyer's inspection and provides you with valuable time to explore contractor options for any significant repairs needed.

Neutralize

When it comes to selling your home, neutral colors are key. Buyers need to picture themselves in the space, and bold or personalized colors can be distracting. Soft, neutral tones create a clean, inviting atmosphere that makes rooms feel bigger, brighter, and move-in ready. Plus, they pair well with any décor, helping buyers visualize their own style. A little paint can go a long way in making your home feel fresh and market-ready!

GETTING YOUR HOME MARKET READY

Staging your home:

Staging is what creates the "WOW FACTOR" when a buyer walks through the door. It's about emotionally connecting the right buyers with the right property.

I understand that selling your home seems like a daunting task. It takes time and financial investment to properly prepare. Once you've gone through the effort of getting your home market-ready, it's important to remember that selling your home and living in your home are not the same. Staging appeals to the buyer but is not a practical way of living. The good news is that it is temporary and the better prepared your home is, the sooner you should receive an offer and you can move forward.

Benefits of Staging;

A well staged home makes a first strong impression

Homes that are staged sell on average up to 25% higher than un-staged homes

Staging emphasizes a property's strengths and minimizes its weak points

**As part of my service, I provide a professional staging consultation and 30 days of staging to assure your home will shine!
(photo below is of an staged listing)*



Listing TIMELINE

LISTING WALKTHROUGH

WE WILL WALK THROUGH YOUR HOME AND COME UP WITH A PLAN AND TO-DO LIST TO BEST HIGHLIGHT YOUR PROPERTY FOR MARKET.

CLEAN & PREP YOUR HOME

DECLUTTER AND REEMOVING PERSONAL ITEMS. ANY REPAIRS WILL NEED TO BE MADE THAT WE PREVIOUSLY DISCUSSED OR CAME UP ON INSPECTION IF YOU HAD A PRE-INSPECTION.

SCHEDULE SEPTIC PUMPING

IF YOU HAVE A SEPTIC SYSTEM IT WILL BE REQUIRED TO BE INSPECTED AND PUMPED BY THE COUNTY. THE COUNTY WILL ISSUE AN RSS, THIS CAN TAKE TIME SO STARTING THIS PROCESS BEFORE LISTING ASSURES IT WILL NOT HOLD UP CLOSING.

STAGING | PHOTOS | VIDEO

STAGING YOUR HOME WILL HIGHLY INCREASE YOUR CHANCES OF A GREAT OFFER. THIS CAN BE A FULL DAY PROCESS. ONCE YOUR HOUSE IS TRANSFORMED, PHOTOS AND VIDEO WILL DONE THE FOLLOWING DAY AND PHOTOS SHOULD BE DELIVERED THE DAY AFTER.

KEY BOX AND SIGN GO UP

TO ALLOW SAFE ACCESS TO YOUR HOME, A KEY BOX ONLY ALLOWED BY AGENTS WILL BE ATTACHED TO YOUR DOOR OR NEARBY. I WILL HAVE ACCESS TO ANYONE ENTERING YOUR HOME THROUGH THIS. THE POST AND SIGN WILL BE PUT UP AS WELL.

YOUR HOUSE IS OFFICIALLY LISTED

I WILL BE DELIGENTLY WORKING BEHIND THE SEENS WITH A PRE MARKETING PLAN TO GENERATE THE MOST INTEREST FOR THE GRAND DEBUT.

LIST TO SELL

Are you wanting to list your house or sell your house?

The distinction between these two approaches can determine the success of your home sale. The various aspects we're about to discuss are crucial in maximizing the value of your home. Here, I'll share insights I've gathered over the years to ensure your sale is a huge success!



"In addition to my love for our community, I bring a wealth of experience and insights to the real estate table. Whether it's tips on enhancing your home's appeal, guidance on staging, or knowledge about current market trends, I'm here to help you make informed decisions that maximize the value of your property. I'm not just a real estate expert; I'm your trusted partner in achieving your selling goals"

Who represents you in the sale of your home and how they do it truly matters. We will discuss the many factors that go into properly preparing your home to sell.



@harborjensen

Promoting YOUR HOME



Professional Photography

Most home buyers score the internet, it is imperative that your homes first impression makes the A+ list! Crisp, clear photos will make your staged property pop online and maximize visual appeal with highly trained photographers who specialize in real estate photography so you can be assured your house will shine amongst the crowd.

Professional Video

Video is a game-changer for your digital marketing strategy. In today's competitive market, it offers a unique advantage by showcasing your home in a way that photos alone can't. Whether it's a virtual tour, drone footage, or a personalized walkthrough, video allows buyers to connect with your home from anywhere. We'll collaborate to choose the best approach that highlights your home's best features and makes it stand out from the crowd.

Silent Sellers

Posted notecards around the house to highlight unnoticed amenities and surrounding amenities like parks, restaurants, schools, etc. Along with a list of your "Favorite Things" and "Upgrades" to showcase your homes best features.

Print Marketing

High Quality Flyers and Eye Catching "Just Listed" Mailers will go out to your neighbors and beyond. In addition to local distribution, I take a targeted approach by mailing to potential buyers and investors, expanding the reach of your property listing along with brochures or informative packets for interested buyers to take home.

Promoting YOUR HOME



Social Media

I am constantly exploring new and innovative ways to market online to ensure your home gets the attention it deserves. By posting your listing across all major digital platforms, I'll maximize exposure and attract potential buyers. The more eyes on your home, the higher the chance of obtaining the best offer.

Brokers Open

This is an exclusive catered event for local brokers to provide them with a firsthand look at recently listed homes, including yours. This collaboration serves as the initial introduction of your property to the "active" market

Open House

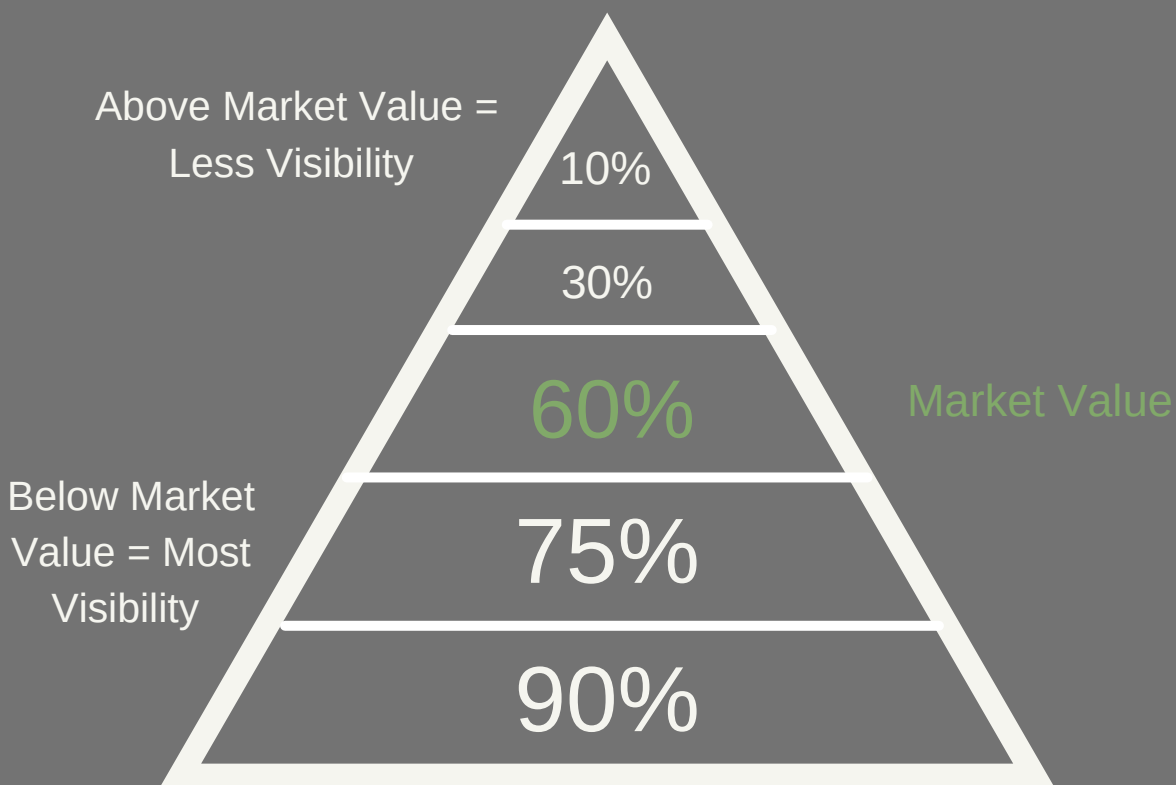
Getting the most exposure in the first week is critical to make the best first impression! We will come up with an open house schedule before going "live" on the market. This will include proper exposure on social media, etc., open house signage, and live video to help attract the right buyers.

Networking

After your home is listed, my role extends beyond just listing it; it continues until we secure a fair offer. I will persistently market your property and explore creative strategies if necessary to attract potential buyers and facilitate a successful sale.

ENSURING THE RIGHT HOME PRICE: You Have Only One Initial Impression

Pricing Impact on Visibility



Pricing your home correctly is key to getting the most attention on your home!

Reasons why you should *AVOID* overpricing:

1. Other agents won't show your home
2. Buyers will compare your home to others in that price range
3. Appraisers will not appraise the value
4. Once it sits on the market, buyers will offer less than asking price

CONTINGENCIES

These are common hurdles that can arise during your sale.

INSPECTION

This gives the buyer a chance to have a professional inspect the house for any unforeseen issues. If something comes up, they might ask for repairs, credits, or even walk away depending on the severity of the problem. They could also request additional time to hire a specialist for further evaluation.

TITLE

The title company will verify there are no unpaid debts, ownership disputes, or legal issues. If something unexpected comes up, the buyer can ask for it to be resolved or, in some cases, walk away.

FINANCING

Financing contingencies ensure the buyer has time to secure their loan. If their financing falls through, they can typically back out without penalty.

Other contingencies may include an *Appraisal Contingency*, which confirms the home is valued at or above the purchase price. If the appraisal comes in low, further negotiations may be necessary.



What to expect from me once we go “live”

Regular communication with you to keep you fully informed of everything going on regarding your home.

Provide feedback from all showings and open houses.

Update you on both real estate and money market changes that could affect your property's sale.

Available to pre-qualify potential buyers.

Promptly present and evaluate each offer with you.

Negotiate the highest possible price and best terms for you.

Manage contractual, title and transaction details to keep you informed.

Ensure that important items are signed, sealed and delivered on closing day.

Provide you with a moving company and contractors to help facilitate repairs if needed.

Showing CHECKLIST

Once your home is "ACTIVE" it is time to bring in the buyers! Here are some tips to make your house show worthy!

Have the yard mowed and weeded. Curb appeal is the first thing a buyer will notice!

Make sure front porch is pristine (buyers will be looking around while waiting to go inside)

Leave lights on

Play soft music and/or have the fire place on if it's appropriate

Leave interior doors to rooms open (less touching)

Open window coverings

Put dishes or any odds & ends away

Take out trash

Make sure there are no funny smells (food, animals, smoke, etc.)

Make sure to lock up medications, jewelry, firearms or any other valuables

Take pets with you or have them safely secured

Vacate the property while it is being shown (Recommend leaving 10-15 minutes early)



Notes

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There is no handwriting or printed text on the page.



CLOSING DAY

How to Prepare for New Owner Possession

Leave keys, garage door openers, instructions for entry of mail boxes or gates or how to change them.

Make sure to leave your home clean and tidy.

I would suggest:

- Make sure any trash and debris is removed
- Wipe down counters and inside cupboards and drawers
- Clean floors
- Clean bathrooms
- Wipe out fridge and other appliances if they are staying

Leave any paperwork related to items staying, a note with any tips for your old home or neighborhood/HOA that could be helpful to the new home owners.

CLOSING COSTS

Seller Fees

- One half of the escrow fee (per contract)
- Work orders (per contract)
- Owner's title insurance premiums
- Real estate commission
- Any judgments, tax liens, etc. against the seller
- Any unpaid Homeowner Association dues
- Home warranty (per contract)
- Any bonds or assessments (per contract)
- Any loan fees required by the buyer's lender (per contract)
- Recording charges to clear all documents of record against the seller
- Payoff of all loans in the seller's name
(or existing loan balance being assumed by the buyer)
- Interest accrued to the lender being paid off, reconveyance fees,
and any prepayment penalties
- Excise tax (percentage based on county and sale price)

Buyer Fees

- One half of the escrow fee (per contract)
- Lender's title policy premiums (ALTA)
- Document preparation (if applicable)
- Tax pro-ration (from date of acquisition)
- Recording charges for all documents in buyer's name
- Home Owner's insurance premium for first year
- Home Warranty (per contract)
- Inspection fees (according to contract): roofing, property, geological, pest, etc.
- All new loan charges (except those required by lender for seller to pay)
- Interim interest on new loan from date of funding to first payment date

Compensation

Compensation is and has always been negotiable. Your compensation is an investment in my expertise and experience. It covers everything from my contractual knowledge to the networking needed to effectively market and sell your home, using the strategies I've shared with you. I'll work hard to find the right buyer, manage the entire sale process with care, and ensure that every step is handled with attention to detail for a smooth and successful outcome.

**These are set guidelines and subject to change*

WHAT OTHERS HAVE TO SAY



Amber helped us find our dream home in Gig Harbor and we could not be happier! She helped facilitate a smooth transaction and kept us informed at every step along the way. If you are buying or selling real estate in the puget sound area, we highly recommend reaching out to Amber!



When it came time to sell our very challenging house, Amber worked with my husband and I closely, she made us understand how the processes worked and what it was gonna take to sell. She was honest, up front and really new what she was doing. Best of all it didn't take long until it was SOLD.



Amber is simply the BEST!! She is an expert communicator, extremely knowledgeable in the field, and personable. She always answered my questions promptly (and I had many!). She is fierce, which is needed in today's Gig Harbor market, yet friendly and empathetic. The perfect combination in a real estate agent. She was straight forward and honest. Her hard work and diligence helped us find our dream home! We are forever grateful!

WHAT OTHERS HAVE TO SAY



Amber is an amazing Realtor! I worked with her to buy my first home which was a great experience. Then 5 years later she helped me sell my home and it was such an awesome experience! She provided a ton of useful information and referred me to several great companies to help complete some work before listing my home. Amber is great at communicating every step of the way and ensuring that everything is taken care of. After selling my house Amber helped me find my next home and helped make sure that experience was as low stress as it gets! I would highly recommend Amber to anyone looking to buy or sell a home in the near future. Thanks for everything!!



This was the hardest sale I will probably ever do in my lifetime, having to demo my childhood home that had caught on fire and sell the property. I didn't even know where to start but Amber helped with every single step (and there was A LOT of them), and stayed in constant contact with me with entire time. I would definitely recommend her for any real estate needs, she really is the best!



Amber Jensen was amazing she is polite, courteous and understood what I was looking for in a home. She always returned calls promptly and made sure that everything ran smooth between all the different moving parts. I would definitely recommend her to family and friends and I will use her services for future purchases.

WHAT OTHERS HAVE TO SAY



Amber was more personable and responsive than anyone I have encountered in any customer service realm. She managed to make an intimidating purchase a much more relaxed and straightforward process. The work she put into the hunt for my new home was immeasurable. I am incredibly grateful to have had her as my agent. She helped me narrow down what was most important to me in a new home, and streamlined our search to meet my preferences. Now I have a beautiful home with everything I wanted.

♥ I will always recommend Amber to those I know looking for an honest and experienced real estate agent.



My family and I decided it was time to leave our home in Tacoma that we have lived in for over 10 years. We were so thankful to have found Amber, who not only successfully sold our home to a wonderful buyer (and quickly), but she also found us our dream home that checked all the boxes. We were not ready to settle for anything and we had an enormous list of “must-haves”. Amber was able to find us everything we wanted for the right price and within a market that has slim pickings. She checked in with us daily, helped us to stay organized and she made the whole experience (that we were honestly dreading) of selling and buying a home smooth and enjoyable. Because of Amber, we love our new home and couldn’t be happier.

Amber Jensen



I'd be honored for the opportunity to partner with you.

How you can get in touch with me:

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